

Message Text

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SUBJECT: BUSINESS DEVELOPMENT OFFICE AT SOVIET TRADE FAIR

REF: USDOC 1720, 75 MOSCOW A-232

1. COMMERCIAL OFFICE DOES NOT BELIEVE THAT PROPOSED
BUSINESS DEVELOPMENT OFFICE (BDO) AT MAY/JUNE 1976
"KOMBIKORM" EXHIBITION IN MINSK WOULD BE EFFECTIVE USE
OF TRADE PROMOTION FUNDS.

2. OUR POSITION BASED ON FOLLOWING CONSIDERATIONS:

A) TRADITIONAL CATALOGUE FUNCTION OF BDO CANNOT BE
EFFECTIVELY USED IN USSR DUE TO SOVIET PROHIBITION ON
REGISTRATION OF VISITORS AND USE OF REPLY CARDS. UNDER
THESE CONDITIONS, ONLY MEANS WHEREBY CATALOGUES COULD
BE DISTRIBUTED TO VISITORS WOULD BE TO HAVE SUFFICIENT
STOCK ON HAND IN BOOTH, WHICH WE REGARD AS IMPRACTICAL IN
TERMS OF STORAGE AND SHIPMENT COSTS;

B) ON BASIS OUR EXPERIENCE, SERVICE BUREAUS
ESTABLISHED BY CHAMBER OF COMMERCE/INDUSTRY AT SHOWS
OUTSIDE MOSCOW PERFORM REASONABLY WELL IN SENDING
TELEXES FOR PARTICIPATING COMPANIES. COPYING SERVICE
IS A GREATER PROBLEM FOR PARTICIPANTS, BUT WE WOULD
NOT BE ABLE TO RENT MACHINE FROM RANK-XEROX AT RATE
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WHICH COMMOFF COULD AFFORD. IF BDO WERE ABLE TO PROVIDE

SECRETARIAL SERVICE FOR TYPING CONTRACTS, ETC., THIS
WOULD BE USEFUL. HOWEVER, COMMOFF WOULD NOT
BE ABLE TO SPARE SECRETARY FOR PERIOD OF MINSK SHOW
AND IT IS HIGHLY
UNLIKELY THAT WE COULD OBTAIN QUALIFIED
SECRETARY THROUGH CHAMBER.

C) OUR VERY APPROXIMATE ESTIMATE OF MINIMUM COST OF
BDO IS DOLLARS 8000.00, EXCLUSIVE OF TRAVEL/PER DIEM
COST OF SENDING COMMOFF OFFICER TO MINSK FOR SHOW.
THIS COST ESTIMATE BREAKS DOWN AS FOLLOWS:

1) SPACE - 100 SQ. METERS AT DOLS 27.70/
\$1.M.

FOR TOTAL OF DOLS 2770;

2) STAND CONSTRUCTION - DOLS 3000.00

3) SOVIET RECEPTIONIST - DOLS 500.00

R) GUARD/CLEANING SERVICE - DOLS 900.00

5) TELEPHONE - DOLS 100.00

6) TELEX (INSTALLATION AND USE) - DOLS 300
MISCELLANEOUS CHARGES NOT INCLUDED IN ABOVE LIST
WOULD DOUBTLESS TOTAL NO LESS THAN DOLS 500.00, BASED
ON PREVIOUS EXPERIENCE WITH CHAMBER. WE WOULD ESTIMATE
TRAVEL/PERDIEM COSTS AT APPROXIMATELY DOLS 750.00 FOR
FULL PERIOD OF EXHIBITION PLUS MINIMUM OF
TWO DAYS AT EITHER END.

3. UTILITY OF BDO AT SOVIET TRADE FAIRS OUTSIDE
MOSCOW WAS DISCUSSED IN MOSCOW'S A-323 OF
SEPTEMBER 5, 1975 ON BASIS EXPERIENCES OF MEMBER OF
COMMOFF STAFF AT AUGUST 1975 "UGOL- EXHIBITION IN
DONETSK. COMMOFF BELIEVES THAT NEGATIVE EVALUATION OF BDO
IN THAT MESSAGE IS VALID IN CASE OF MINSK SHOW. ALTERNATIVE
OF SENDING MEMBER OF COMMOFF STAFF TO MINSK FOR THREE/FOUR
DAYS TO ASSIST PARTICIPATING U.S. FIRMS AND MAKE CONTACTS
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WITH SOVIET OFFICIALS VISITING FAIR REPRESENTS MORE
EFFECTIVE USE OF COMMERCIAL OFFICE'S RESOURCES.
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